

# NZ PACIFIC NAVIGATOR



Pacific Islands Trade  
& Investment Commission NZ

Issue May 2009

## MAKING THE MOST OF THE NEW WAVE OF PACIFIC VISITORS



*Belinda and family won prizes when she entered the Niue festival radio competition*

The inaugural Niue Arts & Cultural Festival held in Niue was a great success, and underlines how a major event can help boost the local coffers and have longer term effects.

Although many Niue businesses were struggling with the low season exacerbated by the recession and the introduction of the Niue Consumption Tax on 1 April 2009, the festival provided a gift wrapped opportunity for marketing and promotions to visitors. Businesses and individuals who created festival products and specials and increased their promos were reportedly happy with their sales, underlining the importance of basic marketing.

With more Pacific youth being born in New Zealand, Australia and overseas generally, it's a growing market. The generation of young Pacific people who have grown up with the introduction of internet and technology. Laptops, mobile phones, ipods and playstation who are as comfortable ordering cappuccino and panini as they are with eating taro and palusami.

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It's this sector who is now visiting the parent's homelands, connecting with their cultural roots but also wanting a few home comforts. Clever entrepreneurs can tap into this sector. By providing good internet connections, cafe and restaurants open for breakfast or after hours for midnight munchies. Great little trip souvenirs that are easy to pack and carry in the luggage without costing a mortgage. Authentic and unique reminders of places visited - focus on what makes a space special. Environmentally aware, this lot have an understanding of sustainability and conservation so products that reflect this may have good appeal. Clever retailers who offer good deals or promos for authentic souvenirs, authentic experiences may find there's a ready market.

## TRADE COMMISSIONER MAY MESSAGE

Warm Pacific Greetings!

Welcome to the May edition of the NZ Pacific Navigator!

The month of April has been a busy month for the team. PITIC conducted an Investment opportunities seminar to Ni-Vanuatu RSE employees based in Hawkes Bay. The commission also hosted a joint public-private trade delegation from Tonga seeking market opportunities for Tongan Fresh produce in NZ. In Niue, the commission assisted with the coordination of the first Niue Arts & Cultural Festival which has been a success according to the media, organisers and visitors that attended.

In the upcoming month of May and June PITIC NZ will be busy promoting the office and seeking new networks as well as strengthen existing relationships. The commission has been invited by FAO to participate for the first time at the FAO South Pacific Ministers for Agriculture meeting in Niue from the 21st-22nd May. In early June, PITIC will be attending in Auckland the PCF Pacific Wave Conference as well as the NZ Fiji Business Council Conference. The review of PITIC will also be conducted in the month of May and June by the Auckland based Blackburn Croft & Co Limited. The commission will be contacting key stakeholders in Auckland and Wellington to arrange appointments to meet the review team. Later in the month, PITIC will be attending the PIPSO AGM and a series of private sector meetings to be conducted in Nadi, Fiji.

I would like to take this opportunity to thank you all for your continuing support and look forward to working with you in future.

Malo Aupito and Ofa Atu,

Chris Cocker  
Trade Commissioner



## PROSPEROUS PACIFIC PEOPLE



By Manuel Valdez

“When the going gets tough, the prosperous RSE Pacific workers get going”. Amidst the worldwide economic slump, the orchard RSE owners and Pacific workers in the Hawkes Bay region apparently are not feeling the pinch of the economic crisis. It was witnessed and felt by the Investment Executive of PITIC NZ and a representative from the Vanuatu government when they conducted recently the RSE Investment Opportunities training programme for the Ni-Vanuatu seasonal workers from the 6th – 9th of April 2009. It was conducted at the orchard farms of Crasborn and Apollo Pac in Hawkes Bay. A total of 150 Ni-Vanuatu workers attended the seminar from both orchard farms. The main objective of this seminar is to provide them valuable information on budgeting, investment advice, potential investment opportunities in their villages back home. As mentioned in the past article, their hard-earned money must be spent to productive use and not simply for consumption-spending purposes which have nil or little effect in the country’s economic development.

There are more than one reason to be happy in the orchard farms this season. For one, they are blessed with good production this season due to favourable weather as compared in the previous year. Secondly, there is an increased export demand from the European, USA, Middle East and Asian markets. Thirdly, the RSE Pacific workers’ productivity level has increased substantially since most of them are second-generation workers or repeat workers in the orchard farms, and lastly, the NZ dollar vis-à-vis US dollar is lower which translates to a cheaper export price and more foreign exchange earnings. One RSE employer, Kelvin Taylor of Taylor Corporation was smiling when he mentioned to the author, “What economic slump? The sun keeps on shining in the orchard farms.”

On the other hand, the RSE Pacific workers were equally happy primarily because they earned more income due to higher productivity. About 90% of them are repeat workers and can gather more bins of apple per day in a 6-day work schedule. This is the one why Mckenzie Kalotiti, translator of the seminar strongly recommended to put their hard-earned income wisely, productively and efficiently. During the seminar, Mckenzie

showed them a “shopping” list of investment opportunities in Vanuatu. At the end of the seminar, the workers have signified their interests of investing into small business in their villages back home.

The organizers of the seminar can proudly say that these workers can become prosperous RSE Pacific workers when they use their money productively in their villages.

## UPCOMING NZ EVENTS

### May

- 6-7 New Zealand Seafood Industry Conference - Wellington
- 8-10 The Food Show - Wellington
- 13 Intellectual Property Briefing - Auckland Chamber
- 14 Business Club Expo - Auckland
- 21 NZ Tourism Industry Update - Auckland
- 27-29 Bizzone Business Auckland
- TBC Auckland Art Fair 2009

### June

- 1 Queens Birthday – NZ Public Holiday, PITIC NZ closed
- 3-4 Pacific Wave Conference 09 – Weathering the Economic Storm
- 8-11 TRENZ 09 – NZ Tourism Industry Exhibit - Auckland
- 10-13 NZ Agricultural Fielddays 2009 - Hamilton
- 21 South Island Hospitality Show - Christchurch
- 23-25 NZ Institute of Food Science & Technology Conference, Christchurch
- 28-30 BuildNZ 2009 - Auckland

### July

- 18-19 Rising Dragon Soaring Bananas Conference - Auckland
- 22-24 Bizzone Business Expo - Wellington
- 26-28 NZ Gift Fair, Christchurch
- 27-29 PINA Conference, Vanuatu

## BRIEFS

### Immigration advisor licensing effective from May 4

From 4 May 2009, anyone providing immigration advice in NZ must be licensed by the Immigration Advisors Authority or have an exemption.

### New FAO food price database launched

The UN’s Food and Agriculture Organization has launched a new online tool to track food prices in 55 developing countries, as part of its food price spike response.

The National Basic Food Prices Data and Analysis Tool gives the option of searching for various commodities in a given country either in the local currency or in US dollars, and allows for price comparisons between domestic and international markets, between different markets in the same country, and between countries. The website address for this database is:

[www.fao.org/giews/pricetool/](http://www.fao.org/giews/pricetool/)

(Source: [www.foodnavigator.com/](http://www.foodnavigator.com/) 19 March 2009)

## VANUATU CHEFS INSPIRE AT NZ CULINARY FARE 2009



The 2009 Annual Hospitality New Zealand Culinary Fare (23rd-25th August) will feature inspirations from Vanuatu as PITIC and the Vanuatu Chefs and Food Handlers Association partner up to promote the 2009 Island Influences category at New Zealand's premiere hot kitchen competition.

Island Influences is the platform to educate and promote New Zealand's talented culinary industry on various Pacific island ingredients and flavours.

This year chefs will have an opportunity to try out a wide selection of Pacific island foods including Organic Beef, Nangai (Canarium) Nuts, Kava, Frozen Peeled Taro, Cassava as well as a good selection of spices, all of which can be readily sourced from the Pacific Islands.

PITIC NZ, together with the Vanuatu Chefs and Food Handlers Association will run a special event in Auckland to celebrate Vanuatu Independence Day in July showcasing Vanuatu cuisine in the lead up to the NZ Culinary Fare event.

The winner for the 2009 Island Influences class will receive a travel package for two to Vanuatu to experience the culture and embrace the food and flavours of Vanuatu as demonstrated by Vanuatu's own Chefs at their local Vanuatu's Origin Culinary Art Show.

## USEFUL WEBLINKS

The Pacific Forum Secretariat  
[www.forumsec.org.fj](http://www.forumsec.org.fj)

Rugby World Cup 2011  
[www.auckland2011.com](http://www.auckland2011.com)

Pacific Wave Conference 09 – Weathering the Economic Storm  
[www.pcf.org.nz](http://www.pcf.org.nz)

Organic Explorer  
[www.organicexplorer.co.nz](http://www.organicexplorer.co.nz)

How to save time  
[www.gettingagrip.com/products/e-books/index.asp](http://www.gettingagrip.com/products/e-books/index.asp)

The 2008 Social Report  
[www.socialreport.msd.govt.nz/documents](http://www.socialreport.msd.govt.nz/documents)

## CALL FOR TENDERS: MARKET INTELLIGENCE STUDY

### Pacific Island sourced value added tuna products entering the New Zealand Market

The Development of Tuna Fisheries in the Pacific-ACP countries (DEVFISH) project is funded by the European Union and is implemented by the Forum Fisheries Agency (FFA) and the Secretariat of the Pacific Community (SPC). The overall objective of this project is to increase the contribution from the sustainable use of marine resources to the alleviation of poverty. As part of its work, the Project is required to analyze changes affecting the economic viability of tuna operations.

The purpose of this study is to provide market intelligence on existing markets for albacore tuna and other longline caught fish from the Pacific islands countries, in terms of information on product from these sources already entering New Zealand as commercial imports. Such information could be used to inform marketing and product development activities in those countries not yet accessing that market.

A preliminary desk study has reviewed the main non-cannery markets for albacore tuna and other longline caught species in the world, with particular focus on value-added products, and this study will be made available to the consultant. The Terms of Reference can be downloaded from: <http://www.ffa.int/employment>

For further enquiries contact Project Co-ordinator Leonard Paia  
Email: [leonard.paia@ffa.int](mailto:leonard.paia@ffa.int)

**Applications close 15th June, 2009**

## GETTING ON WITH BUSINESS

In light of the present economic climate and increasing challenges to conducting business in Fiji, there is a need to bring private sector perspectives to the forefront of discussions.

The New Zealand Fiji Business Council (NZFBC) in partnership with its sister organization Fiji New Zealand Business Council (FNZBC) will host a conference in Auckland titled "Getting on with business" on Thursday 11th June 2009 at Eilerslie Novotel.

The one-day conference will bring together various business owners, directors and managers possessing a wealth of experience and knowledge of doing business in Fiji to share past experiences, shed light on the current business climate and stimulate discussions about the future.

The event features a range of speakers from the media and business community. The Conference will be opened by the Hon Sir Don McKinnon.

To take advantage of this unique opportunity to network and hear from high calibre of speakers related to Fiji matters, please contact Julie Brough for programme and registration papers  
Email: [Julie.brough@ema.co.nz](mailto:Julie.brough@ema.co.nz)

*The New Zealand Fiji Business Council was established to promote business and understanding between New Zealand and Fiji. The Council provides a forum for the discussion of current issues which impact its members and, where relevant, undertake submissions to Government in support of its members' interest.*

## MARKET WATCH NEW ZEALAND

### New Zealand Resident Short Term Departures January 2009

	2009	2008	Diff.	% Change
NZ Resident Departures	105,115	111,226	-6,111	-5.5

Source: Statistics New Zealand

### New Zealand Resident Short Term Departures to Pacific Islands - January 2009

	2009	2008	Diff.	% Change
Cook Islands	2,432	2,376	56	2.4
Fiji	2,752	4,455	-1,703	-38.2
New Caledonia	224	1,386	-1,162	-83.8
Samoa	2,912	2,607	305	11.7
Tonga	1,088	1,122	-34	-3.0
Vanuatu	608	1,023	-415	-40.6

Source: Statistics New Zealand

New Zealand residents departed on 105,100 short-term overseas trips in January 2009, down 6,100 (5 percent) from the 111,200 departures in January 2008. In January 2009, there were fewer trips to Fiji (down 1,700 or 38 percent), New Caledonia (down 1,200 or 84 percent), the United States (down 1,200 or 22 percent) and Singapore (down 1,000 or 77 percent).

In contrast, resident departures to Australia were up 3,200 (6 percent). The estimated average number of New Zealand residents who were temporarily overseas during January 2009 was 125,200 per day, down 4 percent from the average of 130,200 in January 2008.

Estimates of the number of residents overseas are calculated from the date of departure and intended length of absence of sampled resident departures. The average intended absence of residents who departed in January 2009 was 22 days, up from 21 days in January 2008. The median was 10 days, down from 11 days in January 2008.

(Source: Statistics New Zealand) (Source: south-pacific.travel market watch April 2009)

## ROCKBAK BAKERY ROCKS



Catherine Etuata, (pictured) and husband Keith are the owners of Rockbak Bakery in Niue. After opening their small bakery last year, they attended a training course in Auckland assisted by PITIC NZ's Marketing support fund. When I visited Catherine recently, the business was gaining a following. The Easter rush for special hot cross buns had customers lined up outside. Luckily, I had pre-ordered because the tasty hot cross buns were sold out – fast. (Editor)



### Pacific Islands Trade & Investment Commission NZ

PO BOX 109395, Newmarket, Auckland 1149, New Zealand  
Email [info@pitic.org.nz](mailto:info@pitic.org.nz) Website [www.pitic.org.nz](http://www.pitic.org.nz)